



## Adaptive Engagement Tool Ideas

If you're scratching your head trying to work out how to deliver your engagement tools in our 'new' world, IAP2A wants to reassure you – it can be done. It will be different, and not as you imagined, but you'll still be able to achieve what you were planning pre COVID-19. Webinars, online engagement tools and the trusty telephone will become staples in your new world engagement toolkit. Some ideas to get you started are outlined in the table below.

Tool	Adaptive tools and tips
<p><b>One-to-one</b></p> <p><i>Includes interviews, intercept surveys, briefings</i></p> <p>Benefits:</p> <ul style="list-style-type: none"> <li>• Maximum flexibility in relation to discussion flow, language, questions, location and timing.</li> <li>• Appropriate tool for discussing sensitive topics and allows interviewees to provide in-depth responses.</li> </ul>	<p>Telephone or video conference</p> <p>Tips:</p> <ul style="list-style-type: none"> <li>• Avoid 'cold calling'. Make a time via email or on the phone to have the discussion at a mutually convenient time.</li> <li>• Provide questions or materials to participants prior to engagement. This could include agenda, background materials and further reading.</li> <li>• Use a headset for telephone-based engagement so you can use your hands to take notes comfortably and navigate your materials.</li> <li>• Record and / or transcribe telephone discussions using tools like REV. If recording a discussion, always ask the participant for their permission beforehand.</li> <li>• Set up a telephone hotline (old school ☺) for people who want to talk to a real human.</li> </ul>
<p><b>Small group</b></p> <p><i>Includes meetings, focus groups, citizen jury, walking tour, consultative group, kitchen table discussion</i></p> <p>Benefits:</p> <ul style="list-style-type: none"> <li>• Focus on 'one community' (i.e. members of a club, resident in a street, etc) and therefore communication and activities can be tailored to meet the group's needs.</li> </ul>	<p>Telephone or video conference</p> <p>Tips:</p> <ul style="list-style-type: none"> <li>• As above</li> <li>• Create a runsheet to guide the discussion.</li> <li>• Send out hard copy workbooks with replied paid envelopes to participants or email soft copies.</li> <li>• Talk through the workbook during the video conference and ask participants to complete in real time. Or, provide participants with the context, let them ask questions and then invite participants to complete the workbook in their own time.</li> </ul>

Tool	Adaptive tools and tips
<ul style="list-style-type: none"> <li>Opportunity for community members to build capacity, confidence and local connections.</li> </ul>	
<p><b>Large group</b></p> <p><i>Includes meetings, deliberative forums, workshops, field trips</i></p> <p>Benefits:</p> <ul style="list-style-type: none"> <li>Focus on 'multiple communities' and hear from a range of people with a range of perspectives and experiences.</li> <li>Opportunity for participants to hear different views to their own.</li> </ul>	<p>Video conferencing ++</p> <p>Depending on the process, video conferencing could be combined with tools dedicated engagement platforms like Engagement HQ, or more tailored tools such as Ethelo (deliberation); Synthetron (deliberation); Trello (ideas generation); Poll Everywhere (polling); Slido (polling and Q&amp;A)</p> <p>Tips:</p> <ul style="list-style-type: none"> <li>As above</li> <li>You will most likely need to use a number of tools, and potentially more than one session to get the same outcomes as a face-to-face large group activity. For example, 1. Webinar and Q&amp;A; 2. Self-completion activity 3. Report back on webinar</li> </ul>
<p><b>Drop-in</b></p> <p><i>Includes pop-ups, listening posts, information sessions and 'speakouts'.</i></p> <p>Benefits:</p> <ul style="list-style-type: none"> <li>Engages people who might not normally participate.</li> <li>High level of flexibility as participants can choose to be involved for as much or as little time as they like.</li> </ul>	<p>Media / telephone + quick poll</p> <p>Tips:</p> <ul style="list-style-type: none"> <li>This is the most difficult of the tools to provide an alternative delivery model.</li> <li>Focus should be on using social/traditional media or sms/telephone to grab the attention of people who would not normally participate. You might only have their attention for a few minutes, so you need to be creative (and potentially bold) with your messaging and then guide them into the engagement tool for their participation.</li> </ul>

Thank you to Amy Hubbard, IAP2 Australasia Director.

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